

Abstract

The bachelor thesis „Business strategy proposal of Praginfo company with the focus on marketing communication” deals with an analysis of the theoretical base related to the development of a business strategy, describes the Praginfo company and offers a proposal of a new business strategy, which should guarantee growth of the company. In the theoretical part the thesis explains the basic concepts associated with entrepreneurship and tourism, then the thesis comprehensively summarizes the theory connected with the creation of a business strategy and describes Praginfo company, including the markets it operates on and services it offers. As a part of the analysis of the Praginfo company, the thesis also offers a view of current marketing communications of the company in order to create a better proposal of marketing communication in the practical part.

In the practical part the author uses the set of information acquired in the theoretical part and builds a proposal of a business strategy, that includes the proposal of a vision and a mission of the company. Then the author offers three key situation analyses, proposes setting of strategic goals and strategies to achieve them. Last but not least, the author focuses on the development of a proposal of marketing communication, including rebranding and an introduction of a new logo, which should help the company achieve higher efficiency in the implementation of the new strategy. As a part of the implementation and for completeness, this work offers an estimated timetable and a gross budget for marketing communications.